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MOORAMEL

MANUFACTURED BY

Benjamin Moore & Co.

FACTORIES

NEW YORK CHICAGO CLEVELAND
ST. LOUIS CARTERET TORONTO

24496

MOORAMEL

The charm and lasting qualities of an enamel finish appeal to both the artistic and practical sense of all who are interested in the decorative art; and without doubt is held in the highest regard by all those who admire that which is beautiful and serviceable.

Mooramel, the Excelling, Enduring Enamel, has for years through merit alone, fulfilled the exacting demands of architect, decorator, master painter and home owner. Excelling in covering, ease of application and smoothness of finish; Enduring in beauty and whiteness, Mooramel may be relied on to fulfill all the enameling requirements of hospitals, public buildings, hotels and homes.

The very finest white zinc pigment ground and reground in specially treated oils of our own manufacture, thinned with pure turpentine, and properly aged to insure complete incorporation of pigment and vehicle, assures a product of surpassing excellence. Great care and supervision of the combining of the elements entering into the manufacture of Mooramel also help to produce an enamel having those inherent necessary qualities of permanence, durability and beauty of finish.

The increasing popularity of decorative color enamels which harmonize with painted walls, pastel shades of draperies, etc., has created a demand for Mooramel in colors, which have the same high qualities as White Mooramel. The three delicate tints shown here are pleasing, soft and colorful, and will meet with the usual color demands for interior work, such as are required in the home, hotel or public building. Bath rooms finished with colored Mooramel are very attractive—the kitchen finished in gray is a pleasing departure from the usual white.

MOORAMEL

SPECIFICATION

NEW WOOD

Preparation: First sandpaper surface perfectly smooth; apply a coat of Shellac to all sappy spots, knots, etc.

First Coat—Apply a priming coat of Moore's White Enamel Underbody thinned with a pint of Pure Linseed Oil to the gallon.

Second Coat—Apply Moore's White Enamel Underbody as received in the package.

Third Coat—Apply a mixture of equal parts of White Enamel Underbody and Mooramel.

Fourth Coat—Apply Mooramel as it comes from the can, flowing on freely.

If another coat of Mooramel is necessary, allow plenty of time for drying, then sand lightly and apply another coat as before.

When a rubbed surface is desired, allow four days to a week for hardening, before rubbing.

PLASTER WALLS

Use Impervo Surfacer as the priming coat, then follow specifications as for new wood, using Sani-Flat as an undercoating if desired.

Old Painted or Enameled Surfaces

These should be first washed with a proper cleaning solution to remove all grease, soot, dirt, etc.; then sandpaper and apply sufficient coats of Moore's White Enamel Underbody to give a uniform and perfectly smooth surface upon which to apply the final coats of Mooramel.

When using the tints of Mooramel, it is advisable to apply a coat of Enamel Undercoating tinted to approximately the shade of Mooramel selected.

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The increasing popularity of decorative color enamels which harmonize with painted walls, pastel shades of draperies, etc., has created a demand for Mooramel in colors, which have the same high qualities as White Mooramel. The three delicate tints shown here are pleasing, soft and colorful, and will meet with the usual color demands for interior work, such as are required in the home, hotel or public building. Bath rooms finished with colored Mooramel are very attractive—the kitchen finished in gray is a pleasing departure from the usual white.

MOORAMEL

IVORY

GRAY

BLUE

White Mooramel Made in High Gloss and Eggshell Finish

Tints are Made in Gloss Only

MOORAMEL

The tints in which Mooramel is made, may be depended upon to hold their original tone and lustre and to give the same lasting satisfaction as the white. In Mooramel, we have a product with exceptional covering and spreading qualities, making the use of it both economical and practical. The fact that Mooramel works easily and sets slowly, allows plenty of time for the enamelling of large surfaces without showing laps or brush marks. Its porcelain-like finish has a hard brilliant lustre which is impervious to wear and frequent washings, and yet sufficiently elastic to prevent cracking or chipping.

Mooramel may be successfully used for exterior work and will be found to hold its color and beauty in face of climatic changes and weather conditions. To meet the demand for an enamel having the appearance of a dull rubbed surface, White Eggshell Mooramel is manufactured and is recommended for use where the expense of rubbing is prohibitive. The tints are made only in the High Gloss, which may be rubbed when a dull finish is desired.

When using the Mooramel tints, the same specifications as for the white should be followed with the exception that the Enamel Underbody should be tinted to about the same shade as the final coat of Mooramel.

Mooramel is recommended for use wherever the finest class of enamel finish is desired; wall work, furniture, wooden trim, ceilings, doors both interior and exterior, furniture of the highest type. Eggshell White Mooramel is especially recommended for use as a light reflecting surface, as it has a very high percentage of reflection and gives a beautiful diffused light.

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